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1985 DAILY NEWSPAPER READERSHIP DEMOGRAPHIC TABLES FOR

TOTAL UNITED STATES, TOP 100 METROS AND TOP 100 DMAs

SIMMONS MARKET RESEARCH BUREAU

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SPECIAL NOTE

Text of an SMRBulletin released in December 1985:

This is to remind all of our clients that our audience measurement methods for daily newspapers were changed in the 1985 study. This change was noted on page 42 of the Technical Appendix and distributed to various industry groups such as the ARF Newspaper Research Committee during the past year.

We are calling it to your attention now because whenever there is a change no matter how small in measurement methods, it could have an impact on the data. Our product information volumes are being released and it could be that you will note some changes, although we are not aware of any of a statistically significant nature at this moment.

Considerable pilot testing preceded the change in newspaper questioning. Extensive analysis of the 1983 and 1984 SMM studies was conducted to contrast Tuesday through Saturday interviews with those conducted on Sunday and Monday. We concluded from these analyses and pilot studies that the impact of our changes on audience measurements should be less than the normal error tolerances. Most importantly, the new questioning enabled us to simplify greatly the newspaper part of the interview for our interviewers, which should lead to better respondent-interviewer interactions.

Deviations from previous trends in regard to daily newspaper readership should be assessed carefully because of the possibility of fallout from the change in method.

HOW TO READ THESE TABLES

The tables in this report detail the demographic characteristics of the daily newspaper audience on an average weekday by three geographic measures: the total United States, excluding Alaska and Hawaii; the 100 largest Metropolitan Statistical Areas (60.0% of the total adult population); and the 100 largest Designated Market Areas (81.3% of the total adult population).

Under each geographic heading, the first column on the left shows the total adult population in thousands. For example, the first table (total adults, by sex) shows that there are 169,460,000 adults in the United States.

The second column under "Total United States" shows that the average weekday audience of the daily newspaper is 108,812,000 adults, and that this represents 64% of the total adult population. In other words, this is the net reach of the daily newspaper on an average weekday, expressed as a number and a percentage.

The third column headed "Gross Imp/GRPs" takes into account those adults who read more than one daily newspaper on a given day. The top figure in this column shows that on an average weekday the daily newspaper generates 135,597,000 gross impressions. The bottom figure shows that this is equivalent to 80 gross rating points (or impressions per 100 people). The GRPs for any number of weekdays can be determined by multiplying that number of the one-time figure. For example, the GRPs for total adults over an five weekdays is equal to 5 x 80, or 400 GRPs.

The source for all figures shown in the 1985 Study of Media and Markets by Simmons Market Research Bureau.

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY SEX)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
TOTAL ADULTS	169460	108812	135597	101643	68974	87123	137713	89688	113086
		64%	80		68%	86		65%	82
MALES	80052	53718	69118	48323	34507	44898	65293	44422	57777
		67%	86		71%	93		68%	88
FEMALES	89408	55094	66479	53320	34467	42225	72419	45265	55309
		62%	74		65%	79		63%	76

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	28611	15796 55%	18882 66	17738	10675 60%	12872 73	23171	13217 57%	16010 69
AGE 25-34	40058	23467 59%	28923 72	24474	15128 62%	18921 77	32273	19104 59%	23778 74
AGE 35-44	30132	20382 68%	26160 87	18576	13078 70%	16862 91	24909	16893 68%	21846 88
AGE 45-54	22317	15512 70%	20040 90	13243	9684 73%	12663 96	18078	12705 70%	16646 92
AGE 55-64	21993	16022 73%	20231 92	12800	9878 77%	12630 99	18279	13481 74%	17182 94
AGE 65+	26350	17633 67%	21361 81	14810	10532 71%	13175 89	21004	14259 68%	17625 84
AGE 18-49	110638	67614 61%	84278 76	67565	43689 65%	54981 81	89907	55775 62%	70255 78

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	14056	8266 59%	10139 72	8894	5787 65%	7144 80	11611	7081 61%	8811 76
AGE 25-34	19681	12392 63%	15598 79	11894	7868 66%	9861 83	15871	10042 63%	12678 80
AGE 35-44	14659	10416 71%	13881 95	9155	6857 75%	9164 100	12224	8717 71%	11638 95
AGE 45-54	10805	7410 69%	10083 93	6296	4573 73%	6365 101	8719	6067 70%	8358 96
AGE 55-64	10181	7418 73%	9624 95	6102	4756 78%	6268 103	8385	6184 74%	8175 97
AGE 65+	10670	7815 73%	9794 92	5982	4666 78%	6096 102	8483	6331 75%	8117 96
AGE 18-49	54025	34832 64%	44671 83	33207	22800 69%	29338 88	44284	28972 65%	37430 85

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	14555	7529	8743	8844	4887	5728	11560	6136	7199
		52%	60		55%	65		53%	62
AGE 25-34	20377	11074	13325	12580	7259	9060	16402	9062	11099
		54%	65		58%	72		55%	68
AGE 35-44	15473	9966	12279	9421	6221	7698	12685	8176	10208
		64%	79		66%	82		64%	80
AGE 45-54	11511	8102	9957	6948	5111	6298	9358	6667	8287
		70%	86		74%	91		71%	89
AGE 55-64	11812	8605	10607	6699	5122	6362	9894	7297	9007
		73%	90		76%	95		74%	91
AGE 65+	15680	9818	11567	8828	5866	7079	12521	7928	9507
		63%	74		66%	80		63%	76
AGE 18-49	56613	32782	39607	34358	20890	25643	45623	26802	32825
		58%	70		61%	75		59%	72

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	43705	21421	24706	22287	11855	13915	34849	17279	20230
		49%	57		53%	62		50%	58
HIGH SCHOOL GRADUATE	61591	40629	49676	37154	25744	32056	49810	33409	41305
		66%	81		69%	86		67%	83
ONE TO THREE YEARS COLLEGE	35475	24307	30504	21793	15386	19487	28483	19795	25268
		69%	86		71%	89		69%	89
COLLEGE GRADUATE	28689	22455	30711	20409	15989	21666	24570	19204	26283
		78%	107		78%	106		78%	107

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	20609	10326	12064	10191	5593	6700	16296	8196	9749
		50%	59		55%	66		50%	60
HIGH SCHOOL GRADUATE	26650	18161	22980	16010	11552	14841	21486	14947	19098
		68%	86		72%	93		70%	89
ONE TO THREE YEARS COLLEGE	16723	12030	15433	10721	7948	10249	13751	9994	13036
		72%	92		74%	96		73%	95
COLLEGE GRADUATE	16071	13202	18641	11401	9415	13108	13761	11285	15894
		82%	116		83%	115		82%	116

SOURCE: 1985 SMRB/BMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	23096	11095 48%	12642 55	12096	6262 52%	7215 60	18553	9083 49%	10481 56
HIGH SCHOOL GRADUATE	34942	22468 64%	26695 76	21143	14193 67%	17214 81	28324	18462 65%	22207 78
ONE TO THREE YEARS COLLEGE	18752	12277 65%	15071 80	11072	7439 67%	9238 83	14732	9801 67%	12232 83
COLLEGE GRADUATE	12618	9253 73%	12071 96	9009	6574 73%	8557 95	10810	7919 73%	10389 96

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$50,000 & OVER	20974	16865	23699	16211	13072	18205	18922	15222	21396
		80%	113		81%	112		80%	113
$35,000 & OVER	50851	38356	51136	37021	27985	37269	44830	33867	45350
		75%	101		76%	101		76%	101
$25,000-$34,999	31650	20997	25908	19614	13405	16681	26162	17249	21515
		66%	82		68%	85		66%	82
$20,000-$24,999	18523	11723	14116	10100	6731	8220	14351	9209	11195
		63%	76		67%	81		64%	78
$15,000-$19,999	15987	10033	12214	8800	5799	7124	12114	7731	9528
		63%	76		66%	81		64%	79
$10,000-$14,999	23682	14009	16506	12633	7847	9463	18723	11246	13460
		59%	70		62%	75		60%	72
UNDER $10,000	28767	13693	15718	13474	7208	8367	21533	10386	12039
		48%	55		53%	62		48%	56

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$50,000 & OVER	11606	9665	14098	8898	7432	10698	10436	8706	12704
		83%	121		84%	120		83%	122
$35,000 & OVER	26801	20844	28751	19532	15343	21025	23640	18512	25586
		78%	107		79%	108		78%	108
$25,000-$34,999	16006	11062	13970	9697	6964	8865	13114	8989	11463
		69%	87		72%	91		69%	87
$20,000-$24,999	8606	5490	6752	4667	3148	3919	6771	4304	5335
		64%	78		67%	84		64%	79
$15,000-$19,999	7347	4735	5905	4146	2850	3545	5561	3637	4586
		64%	80		69%	86		65%	82
$10,000-$14,999	11021	6680	8069	5860	3763	4694	8725	5388	6615
		61%	73		64%	80		62%	76
UNDER $10,000	10272	4907	5671	4420	2439	2851	7483	3593	4193
		48%	55		55%	65		48%	56

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$50,000 & OVER	9369	7200	9601	7313	5640	7507	8487	6516	8692
		77%	102		77%	103		77%	102
$35,000 & OVER	24050	17512	22385	17489	12641	16245	21189	15355	19765
		73%	93		72%	93		72%	93
$25,000-$34,999	15644	9936	11937	9917	6442	7816	13048	8261	10051
		64%	76		65%	79		63%	77
$20,000-$24,999	9917	6233	7364	5433	3583	4301	7580	4905	5860
		63%	74		66%	79		65%	77
$15,000-$19,999	8641	5298	6308	4654	2949	3579	6553	4093	4943
		61%	73		63%	77		62%	75
$10,000-$14,999	12662	7329	8438	6773	4084	4769	9998	5858	6844
		58%	67		60%	70		59%	68
UNDER $10,000	18495	8786	10047	9054	4768	5515	14051	6793	7846
		48%	54		53%	61		48%	56

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	102065	67795	86650	62690	43643	56413	83445	56103	72551
		66%	85		70%	90		67%	87
FULL TIME	88763	59090	75686	54729	38161	49319	72700	49060	63498
		67%	85		70%	90		67%	87
PART TIME	13303	8706	10964	7961	5482	7094	10745	7043	9054
		65%	82		69%	89		66%	84
NOT EMPLOYED	67395	41017	48947	38953	25331	30710	54268	33585	40535
		61%	73		65%	79		62%	75

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	56764	38812	50757	35306	25468	33554	46820	32453	42808
		68%	89		72%	95		69%	91
FULL TIME	53010	36362	47485	33028	23896	31392	43686	30416	40086
		69%	90		72%	95		70%	92
PART TIME	3754	2450	3272	2277	1571	2162	3134	2037	2722
		65%	87		69%	95		65%	87
NOT EMPLOYED	23288	14906	18362	13017	9040	11344	18474	11969	14970
		64%	79		69%	87		65%	81

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	45302	28983	35893	27384	18175	22859	36625	23649	29744
		64%	79		66%	83		65%	81
FULL TIME	35753	22727	28201	21701	14265	17927	29014	18644	23412
		64%	79		66%	83		64%	81
PART TIME	9549	6256	7692	5684	3911	4932	7612	5006	6332
		66%	81		69%	87		66%	83
NOT EMPLOYED	44107	26111	30586	25936	16291	19366	35794	21616	25565
		59%	69		63%	75		60%	71

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	26470	20266	27399	18563	14275	19165	22621	17359	23530
		77%	104		77%	103		77%	104
CLERICAL, SALES	31679	21825	27897	20691	14612	18975	26007	18154	23457
		69%	88		71%	92		70%	90
CRAFTSMEN, FOREMEN	12857	7856	9599	7229	4583	5689	10298	6242	7708
		61%	75		63%	79		61%	75
OTHER EMPLOYED	31060	17849	21755	16207	10173	12585	24519	14348	17857
		57%	70		63%	78		59%	73

SOURCE: 1985 SMRB/SMH

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	15165	12290 81%	17041 112	10865	8784 81%	12082 111	13071	10570 81%	14666 112
CLERICAL, SALES	11265	8419 75%	11433 101	7844	6019 77%	8174 104	9784	7372 75%	9987 102
CRAFTSMEN, FOREMEN	11802	7325 62%	8964 76	6663	4272 64%	5342 80	9438	5806 62%	7189 76
OTHER EMPLOYED	18531	10778 58%	13318 72	9935	6393 64%	7956 80	14527	8706 60%	10965 75

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	11305	7975 71%	10358 92	7698	5491 71%	7082 92	9550	6789 71%	8864 93
CLERICAL, SALES	20414	13406 66%	16464 81	12847	8594 67%	10800 84	16223	10782 66%	13470 83
OTHER EMPLOYED	13583	7603 56%	9072 67	6839	4090 60%	4976 73	10851	6079 56%	7410 68

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	36345	21904 60%	27231 75	24880	15774 63%	19684 79	30816	18927 61%	23703 77
MARRIED	103592	70051 68%	87934 85	59628	42746 72%	54456 91	83259	56899 68%	72358 87
WIDOWED, DIVORCED, SEPARATED	29524	16858 57%	20432 69	17135	10454 61%	12983 76	23638	13862 59%	17025 72

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	20270	12400	15520	13612	8906	11150	17155	10734	13507
		61%	77		65%	82		63%	79
MARRIED	51466	36503	47444	29998	22678	29920	41557	29758	39192
		71%	92		76%	100		72%	94
WIDOWED, DIVORCED, SEPARATED	8316	4815	6154	4713	2924	3828	6582	3930	5079
		58%	74		62%	81		60%	77

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	16075	9504	11711	11269	6869	8534	13661	8193	10106
		59%	73		61%	76		60%	75
MARRIED	52125	33548	40490	29630	20068	24536	41702	27141	33166
		64%	78		68%	83		65%	80
WIDOWED, DIVORCED, SEPARATED	21208	12042	14278	12422	7530	9154	17056	9931	11946
		57%	67		61%	74		58%	70

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE PERSON IN HOUSEHOLD	20053	12056 60%	14566 73	12575	7837 62%	9534 76	16513	9874 60%	12041 73
TWO PEOPLE IN HOUSEHOLD	52536	35027 67%	43926 84	30825	21676 70%	27627 90	42355	28722 68%	36462 86
THREE OR MORE PEOPLE IN HOUSEHOLD	96871	61729 64%	77105 80	58243	39462 68%	49962 86	78845	51092 65%	64583 82
FIVE OR MORE PEOPLE IN HOUSEHOLD	28369	17562 62%	21756 77	17284	11839 68%	14799 86	23087	14594 63%	18310 79

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE PERSON IN HOUSEHOLD	7531	4560	5751	4961	3152	3986	6266	3793	4826
		61%	76		64%	80		61%	77
TWO PEOPLE IN HOUSEHOLD	25145	17452	22565	14888	10977	14466	20351	14286	18671
		69%	90		74%	97		70%	92
THREE OR MORE PEOPLE IN HOUSEHOLD	47376	31707	40802	28473	20379	26446	38676	26343	34281
		67%	86		72%	93		68%	89
FIVE OR MORE PEOPLE IN HOUSEHOLD	14070	9032	11620	8669	6261	7992	11786	7839	10136
		64%	83		72%	92		67%	86

SOURCE: 1985 SMRB/SMH

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE PERSON IN HOUSEHOLD	12522	7496 60%	8815 70	7614	4685 62%	5548 73	10247	6080 59%	7215 70
TWO PEOPLE IN HOUSEHOLD	27391	17576 64%	21361 78	15937	10699 67%	13161 83	22003	14436 66%	17792 81
THREE OR MORE PEOPLE IN HOUSEHOLD	49495	30022 61%	36303 73	29770	19083 64%	23516 79	40169	24749 62%	30302 75
FIVE OR MORE PEOPLE IN HOUSEHOLD	14298	8530 60%	10136 71	8615	5578 65%	6806 79	11301	6755 60%	8174 72

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY NUMBER OF EMPLOYED PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
1 EMP., ADULT IN HOUSEHOLD	57607	35998	44813	34293	22766	28608	46110	29284	36666
		62%	78		66%	83		64%	80
2 EMP. ADULTS IN HOUSEHOLD	57179	37893	47983	34733	23803	30629	46710	31162	40053
		66%	84		69%	88		67%	86
3 EMP. ADULTS IN HOUSEHOLD	14517	9568	12243	9480	6650	8516	12474	8399	10891
		66%	84		70%	90		67%	87
4 EMP. ADULTS IN HOUSEHOLD	4478	3335	4067	3276	2515	3117	3825	2931	3630
		74%	91		77%	95		77%	95
5+ EMP. ADULTS IN HOUSEHOLD	1158*	846*	1194*	883**	680**	1022**	1142*	829*	1178*
		73%	103		77%	116		73%	103

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.
**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY NUMBER OF EMPLOYED PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
1 EMP. ADULT IN HOUSEHOLD	27612	17783	23008	16528	11474	14858	21995	14359	18683
		64%	83		69%	90		65%	85
2 EMP. ADULTS IN HOUSEHOLD	27613	19447	25403	17050	12414	16520	22872	16216	21472
		70%	92		73%	97		71%	94
3 EMP. ADULTS IN HOUSEHOLD	7920	5268	6974	5067	3729	4926	6705	4654	6233
		67%	88		74%	97		69%	93
4 EMP. ADULTS IN HOUSEHOLD	2039	1547	1837	1510	1159*	1343*	1829	1438	1720
		76%	90		77%	89		79%	94
5+ EMP. ADULTS IN HOUSEHOLD	746**	516**	690**	503**	367**	534**	746**	516**	690**
		69%	92		73%	106		69%	92

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.
**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY NUMBER OF EMPLOYED PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
1 EMP. ADULT IN HOUSEHOLD	29996	18215	21805	17765	11292	13750	24115	14925	17982
		61%	73		64%	77		62%	75
2 EMP. ADULTS IN HOUSEHOLD	29567	18446	22580	17683	11390	14110	23838	14946	18582
		62%	76		64%	80		63%	78
3 EMP. ADULTS IN HOUSEHOLD	6596	4300	5269	4413	2921	3591	5769	3745	4658
		65%	80		66%	81		65%	81
4 EMP. ADULTS IN HOUSEHOLD	2439	1788	2231	1767*	1357*	1774*	1996	1493	1910
		73%	91		77%	100		75%	96
5+ EMP. ADULTS IN HOUSEHOLD	413**	330**	505**	380**	313**	488**	396**	313**	488**
		80%	122		82%	128		79%	123

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.
**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	147469	96525	120540	86918	59830	75705	119389	78908	99764
		65%	82		69%	87		66%	84
BLACK	18302	10567	12935	12079	7826	9807	15395	9340	11586
		58%	71		65%	81		61%	75
OTHER	3689	1721	2122	2645	1318	1611	2928	1440	1736
		47%	58		50%	61		49%	59

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	70147	48090 69%	62098 89	41746	30305 73%	39588 95	57021	39532 69%	51662 91
BLACK	8168	4719 58%	5845 72	5341	3511 66%	4457 83	6908	4151 60%	5211 75
OTHER	1737	909 52%	1176 68	1236	691 56%	853 69	1364	740 54%	905 66

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	77323	48435	58442	45172	29524	36117	62369	39376	48102
		63%	76		65%	80		63%	77
BLACK	10134	5847	7091	6738	4315	5350	8487	5189	6376
		58%	70		64%	79		61%	75
OTHER	1952	812	946	1410	627*	757*	1564	700	831
		42%	48		44%	54		45%	53

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	36974	27070	36176	28521	21401	28822	33995	24957	33410
		73%	98		75%	101		73%	98
NORTH CENTRAL	42557	27348	34054	21486	14678	18860	32165	21104	27024
		64%	80		68%	88		66%	84
SOUTH	57701	34089	40750	29543	19260	22760	45741	27320	32853
		59%	71		65%	77		60%	72
WEST	32228	20305	24618	22094	13635	16681	25812	16306	19798
		63%	76		62%	76		63%	77

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	17421	13304	18184	13406	10449	14311	16050	12306	16812
		76%	104		78%	107		77%	105
NORTH CENTRAL	20153	13573	17491	10339	7367	9805	15312	10498	13960
		67%	87		71%	95		69%	91
SOUTH	27146	16598	20579	14038	9664	11968	21627	13410	16751
		61%	76		69%	85		62%	77
WEST	15332	10243	12864	10539	7027	8814	12305	8208	10255
		67%	84		67%	84		67%	83

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	19554	13766	17991	15114	10951	14511	17945	12652	16599
		70%	92		72%	96		71%	92
NORTH CENTRAL	22404	13776	16563	11147	7311	9056	16853	10606	13065
		61%	74		66%	81		63%	78
SOUTH	30555	17491	20171	15504	9596	10792	24114	13910	16102
		57%	66		62%	70		58%	67
WEST	16896	10061	11754	11555	6608	7867	13507	8098	9543
		60%	70		57%	68		60%	71

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN									
CENTRAL CITY	50827	34830	43165	38586	26283	33036	44029	30186	37707
		69%	85		68%	86		69%	86
SUBURBAN	77471	52107	65730	63057	42691	54087	71735	48417	61262
		67%	85		68%	86		67%	85
NON-METROPOLITAN	41162	21875	26702	0**	0**	0**	21949	11085	14117
		53%	65		0%	0		51%	64

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN									
CENTRAL CITY	23602	16976	21590	18021	13064	16847	20505	14786	18907
		72%	91		72%	93		72%	92
SUBURBAN	37277	26119	34089	30302	21444	28051	34585	24347	31845
		70%	91		71%	93		70%	92
NON-METROPOLITAN	19173	10624	13440	0**	0**	0**	10203	5289	7025
		55%	70		0%	0		52%	69

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	27225	17855	21575	20566	13219	16189	23524	15399	18799
		66%	79		64%	79		65%	80
SUBURBAN	40194	25988	31642	32755	21248	26036	37150	24070	29418
		65%	79		65%	79		65%	79
NON-METROPOLITAN	21989	11252	13263	0**	0**	0**	11746	5796	7091
		51%	60		0%	0		49%	60

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY RESIDENCE OWNERSHIP)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
RESIDENCE OWNED	118551	80477 68%	100760 85	68664	49629 72%	63101 92	95408	65683 69%	83314 87
VALUE OF RESIDENCE -									
$100,000+	20446	16315 80%	21754 106	16752	13492 81%	17912 107	18663	15008 80%	20113 108
$70,000 - $99,999	25742	18966 74%	24436 95	18438	13647 74%	17586 95	22814	16721 73%	21614 95
$50,000 - $69,999	23370	15859 68%	19247 82	13356	9004 67%	10976 82	19476	13058 67%	16052 82
$40,000 - $49,999	12712	8263 65%	10078 79	6619	4340 66%	5368 81	9782	6276 64%	7729 79
$30,000 - $39,999	14237	8475 60%	10043 71	5458	3650 67%	4366 80	9721	5967 61%	7200 74
< $30,000	19029	10347 54%	12269 64	5305	3411 64%	4152 78	12059	6462 54%	7751 64
DO NOT OWN A RESIDENCE	50909	28335 56%	34837 68	32979	19345 59%	24022 73	42305	24005 57%	29772 70

SOURCE: 1983 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY RESIDENCE OWNERSHIP)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
RESIDENCE OWNED	56689	39952 70%	51773 91	33134	24996 75%	32887 99	45747	32770 72%	43024 94
VALUE OF RESIDENCE -									
$100,000+	10162	8588 85%	11837 116	8239	7030 85%	9630 117	9332	7898 85%	10933 117
$70,000 - $99,999	12846	9756 76%	13203 103	9150	7104 78%	9578 105	11443	8707 76%	11785 103
$50,000 - $69,999	11078	7607 69%	9478 86	6226	4250 68%	5335 86	9123	6180 68%	7798 85
$40,000 - $49,999	5975	4064 68%	4983 83	3079	2143 70%	2692 87	4631	3117 67%	3907 84
$30,000 - $39,999	6362	3867 61%	4754 75	2491	1699 68%	2086 84	4078	2626 64%	3315 81
< $30,000	8753	4887 56%	5961 68	2583	1678 65%	2107 82	5666	3072 54%	3740 66
DO NOT OWN A RESIDENCE	23363	13767 59%	17346 74	15189	9511 63%	12011 79	19547	11652 60%	14734 75

SOURCE: 1985 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY RESIDENCE OWNERSHIP)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
RESIDENCE OWNED	61862	40526	48988	35530	24633	30213	49661	32913	40290
		66%	79		69%	85		66%	81
VALUE OF RESIDENCE -									
$100,000+	10285	7727	9918	8513	6462	8282	9332	7110	9180
		75%	96		76%	97		76%	98
$70,000 - $99,999	12896	9210	11233	9288	6543	8008	11372	8014	9829
		71%	87		70%	86		70%	86
$50,000 - $69,999	12292	8252	9769	7130	4754	5641	10353	6878	8254
		67%	79		67%	79		66%	80
$40,000 - $49,999	6737	4198	5095	3540	2197	2677	5152	3159	3822
		62%	76		62%	76		61%	74
$30,000 - $39,999	7875	4601	5289	2968	1952	2280	5643	3341	3986
		59%	67		66%	77		59%	69
< $30,000	10276	5460	6308	2722	1733	2045	6393	3390	4011
		53%	61		64%	75		53%	63
DO NOT OWN A RESIDENCE	27546	14568	17491	17790	9834	12011	22758	12352	15018
		53%	63		55%	68		54%	66

SOURCE: 1985 SMRB/SMM

THE AVERAGE WEEKDAY AUDIENCE OF THE DAILY NEWSPAPER:

1986 DEMOGRAPHIC TABLES FOR

TOTAL UNITED STATES, TOP 100 METROS AND TOP 100 ADIs

SIMMONS MARKET RESEARCH BUREAU

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HOW TO READ THESE TABLES

The tables in this report detail the demographic characteristics of the daily newspaper audience on an average weekday by three geographic measures: the total United States, excluding Alaska and Hawaii; the 100 largest Metropolitan Statistical Areas (58.6% of the total adult population); and the 100 largest Areas of Dominant Influence (84.2% of the total adult population).

Under each geographic heading, the first column on the left shows the total adult population in thousands. For example, the first table (total adults, by sex) shows that there are 171,205,000 adults in the United States.

The second column under "Total United States" shows that the average weekday audience of the daily newspaper is 107,753,000 adults, and that this represents 63% of the total adult population. In other words, this is the net reach of the daily newspaper on an average weekday, expressed as a number and a percentage.

The third column headed "Gross Imp/GRPs" takes into account those adults who read more than one daily newspaper on a given day. The top figure in this column shows that on an average weekday the daily newspaper generates 132,279,000 gross impressions. The bottom figure shows that this is equivalent to 77 gross rating points (or impressions per 100 people). The GRPs for any number of weekdays can be determined by multiplying that number by the one-time figure. For example, the GRPs for total adults over any five weekdays is equal to 5 x 77, or 385 GRPs.

The source for population and audience estimates shown is the 1986 Study of Media & Markets by Simmons Market Research Bureau.

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY SEX)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
TOTAL ADULTS	171205	107753 63%	132279 77	100400	65998 66%	82460 82	144165	91185 63%	112806 78
MALES	80940	52597 65%	67045 83	47564	32606 69%	42155 89	68057	44487 65%	57143 84
FEMALES	90265	55156 61%	65234 72	52836	33392 63%	40304 76	76108	46697 61%	55662 73

SOURCE: 1984 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	28015	14815	17529	16877	9634	11612	23662	12522	14956
		53%	63		57%	69		53%	63
AGE 25-34	40789	23480	28656	24091	14410	17800	34093	19762	24492
		58%	70		60%	74		58%	72
AGE 35-44	30748	20379	25197	18423	12635	15994	25929	17258	21498
		66%	82		69%	87		67%	83
AGE 45-54	22492	15323	19651	13209	9443	12246	18940	13026	16751
		68%	87		71%	93		69%	88
AGE 55-64	22214	16195	20196	12809	9568	12254	18875	13753	17230
		73%	91		75%	96		73%	91
AGE 65+	26947	17560	21051	14990	10307	12554	22667	14865	17878
		65%	78		69%	84		66%	79
AGE 18-49	111287	66596	81372	66211	41513	51673	93566	56318	69544
		60%	73		63%	78		60%	74

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES; BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	13748	7705 56%	9349 68	8021	4801 60%	5924 74	11525	6474 56%	7911 69
AGE 25-34	20065	12346 62%	15766 79	12135	7813 64%	10047 83	16801	10412 62%	13573 81
AGE 35-44	15128	10292 68%	13199 87	8980	6435 72%	8352 93	12731	8716 68%	11206 88
AGE 45-54	10768	7351 68%	9645 90	6375	4625 73%	6181 97	9028	6193 69%	8168 90
AGE 55-64	10299	7592 74%	10089 98	5922	4506 76%	6141 104	8754	6443 74%	8598 98
AGE 65+	10932	7311 67%	8997 82	6130	4427 72%	5509 90	9219	6250 68%	7688 83
AGE 18-49	54790	34270 63%	43451 79	32685	21563 66%	27782 85	45979	28951 63%	37124 81

SOURCE: 1984 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	14267	7111 50%	8181 57	8856	4833 55%	5688 64	12137	6048 50%	7045 58
AGE 25-34	20724	11134 54%	12890 62	11956	6597 55%	7753 65	17291	9350 54%	10920 63
AGE 35-44	15620	10087 65%	11998 77	9443	6201 66%	7642 81	13198	8542 65%	10292 78
AGE 45-54	11724	7972 68%	10005 85	6834	4818 71%	6064 89	9913	6832 69%	8583 87
AGE 55-64	11915	8603 72%	10107 85	6887	5062 74%	6112 89	10121	7310 72%	8633 85
AGE 65+	16015	10249 64%	12053 75	8859	5880 66%	7045 80	13448	8615 64%	10190 76
AGE 18-49	56497	32326 57%	37921 67	33526	19950 60%	23891 71	47586	27367 58%	32420 68

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	43799	20710 47%	23588 54	22505	11424 51%	13127 58	36743	17443 47%	19983 54
HIGH SCHOOL GRADUATE	67462	43530 65%	52003 77	39196	26251 67%	32037 82	56586	36749 65%	44111 78
ONE TO THREE YEARS COLLEGE	30538	21018 69%	26555 87	18792	12931 69%	16584 88	25373	17448 69%	22315 88
COLLEGE GRADUATE	29406	22494 76%	30133 102	19907	15392 77%	20712 104	25463	19544 77%	26396 104

SOURCE: 1984 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	20386	9553 47%	11120 55	10213	5249 51%	6142 60	17013	7975 47%	9316 55
HIGH SCHOOL GRADUATE	29637	19430 66%	23865 81	16928	11711 69%	14713 87	24562	16169 66%	19960 81
ONE TO THREE YEARS COLLEGE	14610	10469 72%	13714 94	9339	6608 71%	8704 93	12222	8772 72%	11628 95
COLLEGE GRADUATE	16307	13145 81%	18346 113	11084	9038 82%	12596 114	14241	11571 81%	16239 114

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	23413	11157 48%	12468 53	12292	6175 50%	6985 57	19730	9468 48%	10667 54
HIGH SCHOOL GRADUATE	37825	24100 64%	28138 74	22268	14540 65%	17323 78	32025	20580 64%	24152 75
ONE TO THREE YEARS COLLEGE	15928	10550 66%	12842 81	9452	6323 67%	7880 83	13152	8676 66%	10686 81
COLLEGE GRADUATE	13099	9349 71%	11786 90	8823	6353 72%	8116 92	11202	7973 71%	10158 91

SOURCE: 1986 SMRB/HMH

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$50,000 OR MORE	23947	18351 77%	24632 103	18285	14108 77%	19071 104	21468	16396 76%	22142 103
$40,000 OR MORE	43026	32306 75%	42460 99	31560	23678 75%	31220 99	38304	28680 75%	37885 99
$30,000 OR MORE	70000	50839 73%	65710 94	47778	35013 73%	45510 95	61034	44291 73%	57574 94
$20,000-$29,999	36222	23086 64%	27662 76	20245	13244 65%	16146 80	29922	19156 64%	23226 78
$10,000-$19,999	38896	22332 57%	26009 67	20162	12008 60%	14290 71	32161	18592 58%	21721 68
UNDER $10,000	26087	11496 44%	12898 49	12215	5732 47%	6514 53	21048	9146 43%	10284 49

SOURCE: 1984 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$50,000 OR MORE	13157	10433	14588	9951	7922	11102	11772	9317	13046
		79%	111		80%	112		79%	111
$40,000 OR MORE	22668	17486	23945	16508	12846	17577	20163	15610	21376
		77%	106		78%	106		77%	106
$30,000 OR MORE	35909	26823	36176	24391	18559	25065	31319	23521	31791
		75%	101		76%	103		75%	102
$20,000-$29,999	17923	11548	13995	10000	6610	8126	14896	9548	11745
		64%	78		66%	81		64%	79
$10,000-$19,999	17371	10321	12384	8783	5565	6818	14114	8475	10238
		59%	71		63%	78		60%	73
UNDER $10,000	9736	3906	4491	4391	1872	2146	7726	2943	3370
		40%	46		43%	49		38%	44

SOURCE: 1984 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$50,000 OR MORE	10790	7919 73%	10044 93	8335	6186 74%	7969 96	9496	7078 73%	9096 94
$40,000 OR MORE	20357	14820 73%	18515 91	15053	10831 72%	13642 91	18141	13070 72%	16510 91
$30,000 OR MORE	34091	24017 70%	29535 87	23388	16455 70%	20445 87	29715	20769 70%	25783 87
$20,000-$29,999	18298	11538 63%	13668 75	10246	6634 65%	8019 78	15026	9608 64%	11481 76
$10,000-$19,999	21525	12011 56%	13625 63	11379	6443 57%	7472 66	18045	10117 56%	11483 64
UNDER $10,000	16350	7590 46%	8407 51	7824	3860 49%	4368 56	13322	6204 47%	6915 52

SOURCE: 1984 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	104242	68088 65%	85386 82	62878	42525 68%	54279 86	88146	57870 66%	73244 83
FULL TIME	91414	59757 65%	75392 82	55371	37580 68%	48289 87	77280	50710 66%	64678 84
PART TIME	12827	8331 65%	9994 78	7507	4944 66%	5990 80	10866	7159 66%	8566 79
NOT EMPLOYED	66963	39665 59%	46893 70	37523	23473 63%	28181 75	56019	33315 59%	39561 71

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	57062	38086 67%	49363 87	34254	23983 70%	31528 92	48177	32392 67%	42365 88
FULL TIME	53384	35688 67%	46238 87	31966	22455 70%	29584 93	44987	30292 67%	39656 88
PART TIME	3678	2399 65%	3126 85	2288	1528 67%	1944 85	3190	2100 66%	2709 85
NOT EMPLOYED	23877	14511 61%	17682 74	13310	8623 65%	10628 80	19881	12096 61%	14778 74

SOURCE: 1986 SMRB/BMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	47179	30002 64%	36023 76	28623	18542 65%	22751 79	39969	25478 64%	30879 77
FULL TIME	38030	24069 63%	29154 77	23405	15126 65%	18705 80	32293	20419 63%	25022 77
PART TIME	9149	5932 65%	6868 75	5219	3416 65%	4046 78	7676	5059 66%	5858 76
NOT EMPLOYED	43086	25154 58%	29211 68	24213	14850 61%	17553 72	36139	21220 59%	24783 69

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	26750	19942 75%	26571 99	17901	13536 76%	18118 101	22777	16966 74%	22797 100
CLERICAL, SALES	33058	22576 68%	27998 85	21500	14807 69%	18619 87	28259	19337 68%	24230 86
CRAFTSMEN, FOREMEN	14784	8378 57%	9973 67	8131	4861 60%	5973 73	12376	7070 57%	8522 69
OTHER EMPLOYED	29649	17192 58%	20844 70	15345	9320 61%	11568 75	24734	14497 59%	17696 72

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	15176	11825 78%	16526 109	10137	8039 79%	11196 110	13064	10199 78%	14316 110
CLERICAL, SALES	11688	8676 74%	11397 98	7907	5950 75%	7881 100	10124	7570 75%	10081 100
CRAFTSMEN, FOREMEN	12311	7126 58%	8524 69	6881	4215 61%	5184 75	10353	5985 58%	7240 70
OTHER EMPLOYED	17888	10459 58%	12915 72	9330	5778 62%	7267 78	14637	8638 59%	10728 73

SOURCE: 1984 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	11574	8116	10045	7764	5497	6922	9713	6766	8481
		70%	87		71%	89		70%	87
CLERICAL, SALES	21371	13900	16601	13593	8858	10738	18136	11768	14150
		65%	78		65%	79		65%	78
OTHER EMPLOYED	14234	7986	9377	7266	4188	5091	12121	6944	8249
		56%	66		58%	70		57%	68

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	36323	21611	26633	23951	15026	18789	31529	18945	23594
		59%	73		63%	78		60%	75
MARRIED	104447	68108	84304	58920	40290	50898	87022	57067	71195
		65%	81		68%	86		66%	82
WIDOWED, DIVORCED, SEPARATED	30435	18034	21342	17530	10682	12772	25615	15173	18017
		59%	70		61%	73		59%	70

SOURCE: 1984 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	20226	12211 60%	15438 76	13165	8407 64%	10778 82	17456	10620 61%	13572 78
MARRIED	31987	35279 68%	45224 87	29546	21243 72%	27675 94	43527	29711 68%	38361 88
WIDOWED, DIVORCED, SEPARATED	8727	5107 59%	6383 73	4853	2956 61%	3703 76	7075	4157 59%	5210 74

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	16097	9400 58%	11195 70	10785	6619 61%	8011 74	14073	8325 59%	10021 71
MARRIED	52461	32829 63%	39080 74	29373	19047 65%	23223 79	43495	27357 63%	32834 75
WIDOWED, DIVORCED, SEPARATED	21707	12926 60%	14959 69	12677	7726 61%	9070 72	18540	11016 59%	12807 69

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY AGE OF CHILDREN PRESENT IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
UNDER 18 YEARS	71236	42643 60%	51799 73	39695	25135 63%	31263 79	58873	35525 60%	43600 74
UNDER 2 YEARS	11444	6087 53%	7072 62	6319	3699 59%	4410 70	9457	5091 54%	5994 63
2 - 5 YEARS	25495	14145 55%	16954 66	13907	8251 59%	10141 73	20715	11635 56%	14133 68
6 - 11 YEARS	31496	18358 58%	22108 70	16825	10294 61%	12703 76	25324	14914 59%	18093 71
12 - 17 YEARS	35369	22281 63%	27632 78	19638	13122 67%	16661 85	29540	18666 63%	23316 79
NO CHILDREN	99969	65110 65%	80480 81	60705	40862 67%	51197 84	85293	55660 65%	69206 81

SOURCE: 1984 SMRB/BMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY AGE OF CHILDREN PRESENT IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
UNDER 18 YEARS	32524	20698 64%	26263 81	18083	12355 68%	15989 88	26735	17195 64%	22073 83
UNDER 2 YEARS	5002	2897 58%	3552 71	2768	1712 62%	2166 78	4103	2373 58%	2959 72
2 - 5 YEARS	11447	7011 61%	8734 76	6235	4107 66%	5232 84	9136	5690 62%	7174 79
6 - 11 YEARS	14220	8950 63%	11202 79	7725	5123 66%	6547 85	11450	7243 63%	9173 80
12 - 17 YEARS	16611	10872 65%	14066 85	9234	6520 71%	8607 93	13959	9174 66%	11977 86
NO CHILDREN	48416	31899 66%	40782 84	29481	20251 69%	26167 89	41323	27292 66%	35071 85

SOURCE: 1984 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY AGE OF CHILDREN PRESENT IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
UNDER 18 YEARS	38711	21945 57%	25535 66	21612	12781 59%	15274 71	32138	18330 57%	21527 67
UNDER 2 YEARS	6442	3190 50%	3520 55	3551	1988 56%	2244 63	5355	2718 51%	3036 57
2 - 5 YEARS	14047	7135 51%	8220 59	7672	4144 54%	4909 64	11579	5946 51%	6958 60
6 - 11 YEARS	17276	9408 54%	10907 63	9101	5171 57%	6156 68	13874	7651 55%	8920 64
12 - 17 YEARS	18758	11409 61%	13566 72	10402	6602 63%	8055 77	15581	9490 61%	11339 73
NO CHILDREN	51554	33211 64%	39499 77	31224	20411 66%	25030 80	43970	28368 65%	34135 78

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY NUMBER OF EMPLOYED PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
1 EMP. ADULT IN HOUSEHOLD	57789	35919 62%	43658 76	33676	21924 65%	27269 81	48443	30337 63%	37221 77
2 EMP. ADULTS IN HOUSEHOLD	56842	36545 64%	45995 81	33427	21956 66%	28032 84	47615	30618 64%	38878 82
3 EMP. ADULTS IN HOUSEHOLD	14376	9883 69%	12326 86	9913	6995 71%	8762 88	12768	8823 69%	11100 87
4 EMP. ADULTS IN HOUSEHOLD	3991	2610 65%	3241 81	2852	1980 69%	2500 88	3538	2346 66%	2929 83
5+ EMP. ADULTS IN HOUSEHOLD	2071	1560 75%	2144 104	1488*	1169 79%	1659 111	1855	1401 76%	1909 103

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY NUMBER OF EMPLOYED PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
1 EMP. ADULT IN HOUSEHOLD	28175	18140	22844	16581	11286	14478	23675	15382	19576
		64%	81		68%	87		65%	83
2 EMP. ADULTS IN HOUSEHOLD	27216	18393	24132	15944	11217	14895	22705	15389	20406
		68%	89		70%	93		68%	90
3 EMP. ADULTS IN HOUSEHOLD	7007	4752	6197	4773	3346	4356	6316	4273	5594
		68%	88		70%	91		68%	89
4 EMP. ADULTS IN HOUSEHOLD	2284	1486	1942	1607	1085	1437	2036	1332	1741
		65%	85		68%	89		65%	86
5+ EMP. ADULTS IN HOUSEHOLD	1164*	865	1178	803*	598*	818	974*	732	970
		74%	101		74%	102		75%	100

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY NUMBER OF EMPLOYED PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
1 EMP. ADULT IN HOUSEHOLD	29614	17779	20814	17094	10637	12791	24768	14955	17643
		60%	70		62%	75		60%	71
2 EMP. ADULTS IN HOUSEHOLD	29626	18151	21863	17484	10739	13138	24909	15229	18472
		61%	74		61%	75		61%	74
3 EMP. ADULTS IN HOUSEHOLD	7369	5131	6130	5140	3649	4406	6452	4550	5507
		70%	83		71%	86		71%	85
4 EMP. ADULTS IN HOUSEHOLD	1707	1124	1299	1246*	895	1063	1502	1014	1188
		66%	76		72%	85		68%	79
5+ EMP. ADULTS IN HOUSEHOLD	908**	695*	966*	685**	571*	841*	881**	669*	939*
		77%	106		83%	123		76%	107

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.
**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ BRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ BRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ BRP'S (IN 000'S)
WHITE	148580	95648 64%	117740 79	85686	57220 67%	71693 84	124609	80296 64%	99603 80
BLACK	18715	10559 56%	12777 68	12070	7539 62%	9346 77	16375	9486 58%	11587 71
OTHER	3910	1547 40%	1762 45	2444	1238 47%	1420 54	3182	1403 44%	1614 51

SOURCE: 1984 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	70874	47169	60268	40927	28591	37040	59209	39533	50912
		67%	85		70%	91		67%	86
BLACK	8288	4700	5927	5292	3372	4365	7320	4277	5435
		57%	72		64%	82		58%	74
OTHER	1777	728	850	1345	643	759	1528	677	796
		41%	48		48%	56		44%	52

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	77705	48479 62%	57472 74	44759	28630 64%	34653 77	65400	40763 62%	48690 74
BLACK	10427	5858 56%	6850 66	6778	4167 61%	4981 73	9055	5209 58%	6153 68
OTHER	2134	819 38%	912 43	1299	595 46%	670 52	1654	726 44%	819 50

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	37661	27113 72%	35355 94	31160	22486 72%	29447 95	36357	26103 72%	34142 94
MIDWEST	42621	28096 66%	35142 82	19712	13453 68%	17689 90	34257	22764 66%	28620 84
SOUTH	58120	33716 58%	39777 68	27141	17199 63%	20381 75	47098	27004 57%	32063 68
WEST	32803	18828 57%	22005 67	22387	12860 57%	14942 67	26463	15313 58%	17980 68

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	17368	12959 75%	17778 102	14424	10820 75%	14884 103	16750	12485 75%	17217 103
MIDWEST	20259	13999 69%	18180 90	9443	6849 73%	9185 97	16255	11334 70%	14704 90
SOUTH	27549	16284 59%	19909 72	12903	8441 65%	10504 81	22440	13110 58%	16207 72
WEST	15764	9356 59%	11178 71	10794	6496 60%	7583 70	12612	7558 60%	9016 71

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	20293	14154 70%	17577 87	16735	11666 70%	14563 87	19607	13618 69%	16925 86
MIDWEST	22362	14098 63%	16963 76	10270	6604 64%	8505 83	18002	11430 63%	13917 77
SOUTH	30571	17432 57%	19868 65	14239	8758 62%	9877 69	24648	13895 56%	15857 64
WEST	17039	9472 56%	10824 64	11593	6364 55%	7359 63	13851	7755 56%	8964 65

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN									
CENTRAL CITY	51456	33533	41340	38826	24902	31220	44877	29051	36288
		65%	80		64%	80		65%	81
SUBURBAN	78160	52431	65019	61364	40936	51058	71047	48052	59920
		67%	83		67%	83		68%	84
NON-METROPOLITAN	41589	21790	25920	21188	16088	18288	28241	14082	16597
		52%	62		76%	86		50%	59

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 MSAS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	23942	16189 68%	20962 88	18083	12065 67%	15888 88	20797	13994 67%	18411 89
SUBURBAN	37406	26034 70%	33255 89	29394	20480 70%	26206 89	33807	23761 70%	30520 90
NON-METROPOLITAN	19590	10375 53%	12828 65	8888	6188 69%	6188 69	13454	6732 50%	8212 61

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN									
CENTRAL CITY	27511	17344	20377	20743	12837	15332	24080	15056	17877
		63%	74		62%	74		63%	74
SUBURBAN	40755	26397	31764	31970	20455	24852	37240	24292	29400
		65%	78		64%	78		65%	79
NON-METROPOLITAN	21999	11415	13092	12388	9988	12088	14788	7349	8385
		52%	60		80%	98		50%	57

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(TOTAL ADULTS, BY RESIDENCE OWNERSHIP)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
RESIDENCE OWNED	118918	79805 67%	98796 83	67678	47532 70%	60012 89	99418	66907 67%	83579 84
VALUE OF RESIDENCE -									
$100,000+	24561	18629 76%	24726 101	20276	15421 76%	20529 101	22661	17279 76%	23051 102
$70,000 - $99,999	25653	18754 73%	23511 92	17930	13032 73%	16234 91	22619	16579 73%	20900 92
$50,000 - $69,999	23693	16319 69%	19887 84	12958	8759 68%	10778 83	19784	13435 68%	16463 83
$40,000 - $49,999	12555	8150 65%	9835 78	5452	3476 64%	4341 80	9632	6219 65%	7523 78
$30,000 - $39,999	15004	9156 61%	10819 72	5806	3773 65%	4586 79	11731	6982 60%	8245 70
< $30,000	17452	8796 50%	10018 57	5257	3072 58%	3544 67	12991	6414 49%	7397 57
DO NOT OWN A RESIDENCE	52287	27948 53%	33484 64	32722	18465 56%	22447 69	44748	24278 54%	29227 65

SOURCE: 1986 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(MALES, BY RESIDENCE OWNERSHIP)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
RESIDENCE OWNED	56840	39231 69%	50512 89	32665	23763 73%	31085 95	47695	33059 69%	42949 90
VALUE OF RESIDENCE -									
$100,000+	12257	9599 78%	13156 107	10100	7939 79%	10885 108	11254	8873 79%	12205 108
$70,000 - $99,999	12512	9313 74%	12039 96	8940	6565 73%	8366 94	10957	8207 75%	10674 97
$50,000 - $69,999	11135	7770 70%	10087 90	6093	4260 70%	5517 91	9327	6477 69%	8383 90
$40,000 - $49,999	5962	4060 68%	5110 86	2619	1850 71%	2400 92	4693	3195 68%	4058 86
$30,000 - $39,999	6846	4259 62%	5199 76	2697	1853 69%	2377 88	5450	3256 60%	4027 74
< $30,000	8108	4230 52%	4921 61	2216	1297 59%	1540 69	6013	3052 51%	3602 60
DO NOT OWN A RESIDENCE	24100	13366 55%	16533 69	14899	8843 59%	11070 74	20363	11429 56%	14194 70

SOURCE: 1984 SMRB/SMM

AVERAGE DAILY NEWSPAPER READERSHIP

(FEMALES, BY RESIDENCE OWNERSHIP)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 ADIS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
RESIDENCE OWNED	62079	40573 65%	48284 78	35013	23769 68%	28927 83	51723	33848 65%	40630 79
VALUE OF RESIDENCE -									
$100,000+	12304	9030 73%	11571 94	10176	7482 74%	9645 95	11407	8405 74%	10845 95
$70,000 - $99,999	13141	9440 72%	11472 87	8990	6468 72%	7868 88	11661	8373 72%	10226 88
$50,000 - $69,999	12538	8548 68%	9799 78	6865	4499 66%	5261 77	10457	6958 67%	8080 77
$40,000 - $49,999	6593	4091 62%	4725 72	2833	1626 57%	1941 69	4939	3024 61%	3465 70
$30,000 - $39,799	8158	4897 60%	5620 69	3109	1919 62%	2209 71	6281	3726 59%	4218 67
< $30,000	9343	4567 49%	5097 55	3041	1775 58%	2004 66	6978	3362 48%	3795 54
DO NOT OWN A RESIDENCE	28168	14582 52%	16950 60	17823	9623 54%	11377 64	24385	12849 53%	15033 62

SOURCE: 1986 SMRB/SMM